Stepping on Stage: Leveraging Your Executive for Education

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Rosie Mackenzie (ConocoPhillips)
Our Speakers

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Jay's research areas include leadership, training and development of leaders and managers, organizational change, and boards of directors

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Manager, Leadership & Development ConocoPhillips
Overview

• What’s in it for the executives/participants
• Range of roles
• Whom to select
• COP’s LEAP
• Preparing the executive
• Finding the right stories
• Lessons learned
What’s in it for the executives?

• Profile
• Messaging
• Connection
• Shaping values and expectations
What’s in it for the participants?

• Connection
• Feel like an ‘insider’
• Experience the ‘real leader’
• Model
The Range of Roles

“Talking Head”  “Case Study”  “Instructor”
Who to Select?

• High impact roles
• “Icon” status
• Can build a meaningful connection to participants
• Possesses the capability to tell personal stories
### LEAP – Leadership-Execution-Action-Performance

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- 9 consecutive days
- 35 middle managers
- Program specific 360 based around program content
- Use of internal partners/debrief coaches (senior HR)
- Output = Personal Leadership Action Plan
Preparing the Executive

- Most are not natural story tellers or instructors
- Preparation to help them find and deliver the right stories and lessons
- Preparation to help them understand the participants
- Delivery needs to match their style
Finding the Right Stories
The Process

• Four hours of briefings and interviewing
• Pre-readings provided
• Pre-session briefing on ‘state of the participants’
• Between one and a half hours to five with the participants…cocktails and private dinner.
What did we get out of it?

• High quality, low cost resource
• Return on Expectations
• Set the path for a different approach
• Highly engaged executives and leaders!
High-Leverage Leadership Development: Aligning Design Through Stellar Execution

Los Angeles
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